



11641 Blocker Dr. #120
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75 Years of Helping People Help the Land

Employment Opportunity:

Community Engagement and Outreach Specialist

Job Title:	Community Engagement and Outreach Specialist
Reports To:	Ag and Community Programs Manager
FLSA Status:	Non-Exempt
Pay Rate:	\$26/hour-\$32/hour

BACKGROUND

Located in beautiful Placer County, the Placer County Resource Conservation District (Placer RCD) seeks to hire a part-time Community Engagement and Outreach Specialist. Placer RCD's mission is to advance sustainable management of natural resources in Placer County among private landowners, local organizations, and public agencies through action, education and outreach. Placer RCD is located at 11641 Blocker Drive #120 in Auburn, California. We offer flexible schedules and remote work with supervisor approval. This position is part-time, approximately 20-25 hours per week, and may work some evenings and weekends. Benefits include vacation and sick time, and eligible holiday pay. The position is open until filled, with a priority application submittal date of April 17, 2023.

SUMMARY

A goal of the Placer Resource Conservation District is to communicate and engage with District constituents and its communities thoughtfully and creatively. The Community Engagement and Outreach Specialist plays a crucial role in Placer RCD's efforts to connect with constituents and build partnerships. The role can be described within two broad tasks:

Collaboration

Creativity

Inclusion

Integrity

Transparency

Task 1: Synthesize, Integrate, Translate, Express

- Synthesize and integrate the vision, strategic plan, communication plan, brand identity, values, mission, history, opportunities, and activities of the Placer RCD.
- Translate the information into a coherent, legible, and understandable way that effectively conveys the intended message to the target audience.
- Express (outreach) the information for its intended purpose using graphic design, photography, writing and press releases, social media, tabling events, communication planning, newsletters, public speaking, and website updates.

Task 2: Amplify Partnership Potential

- Amplify partnership potential by working with program and administration staff to deepen or establish existing and new partnerships.

The ideal Community Engagement and Outreach Specialist candidate will embrace prospectivism by adapting emerging trends, identifying future needs, and shift perspectives of thought and communication as-needed. They should work to understand and integrate the diverse perspectives, motivations, and values of partners, government agencies, and landowners, meeting constituents where they are and progressively evolving community and outreach initiatives.

This position requires on-site and in-office work, but with the possibility of remote work upon approval. We offer a flexible work environment to accommodate our employee's needs and preferences.

DUTIES, RESPONSIBILITIES, SKILLS, AND QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Essential Duties and Responsibilities

- Collaborate directly with the Agriculture and Community Programs Manager to achieve community engagement and outreach goals and objectives.
- Work with program staff across agriculture, natural resources, and forestry departments.
- Create press releases, newsletters, and social media communications, and design print and web graphics.

- Plan and coordinate outreach events.
- Develop website and social media content, both written and graphic, to achieve outreach objectives.
- Assists with grant and document editing and proofreading.
- Facilitate communication between project partners and stakeholders.
- Assists staff with deepening and building relationships with conservation partners, landowners, and the public.
- Ability to get along and work effectively with others.
- Maintain regular and predictable attendance.
- Be available to work some evenings or weekends.

Education and Experience

Bachelor's degree from four-year college or university or three or more years related experience and/or training; or equivalent combination of education and experience.

Required Skills

- Valid California driver's license, clean driving record, and current auto insurance are required.
- Excellent communication skills, both written and verbal, are essential for success in this role. The ability to speak confidently and persuasively in public settings, and to engage effectively with diverse audiences, will be particularly important.
- Strong computer skills including use of, but not limited to, Microsoft Windows or Mac OS systems, and Microsoft Office (including Microsoft Outlook, Word, Excel, OneDrive, and PowerPoint).
- Display adeptness and practical experience in graphic design and typography with ability and willingness to adopt and utilize Placer RCD's graphic design identity.
- Intermediate proficiency in Adobe Creative Suite software, including InDesign, Photoshop, Illustrator, and Lightroom, is required.
- Proficient in social media management, including the ability to effectively tag and mention numerous partners.
- Have a proficient understanding of the predominant social media platforms and social media scheduling platforms.
- Possess a keen photographic sense and a fundamental grasp of DSLR camera operation.
- Ability to respond to customer inquiries or complaints, regulatory agencies, and business community members.
- Ability to write speeches and articles that conform to prescribed style and format
- Ability to present information to administrative staff, public groups, and boards of directors.
- Ability to calculate figures, interpret technical instructions, and draw valid conclusions.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.

- Ability to interpret technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Knowledge of basic office equipment.
- Proficiency and or adeptness in utilizing Wordpress for website maintenance and updating, as well as adeptness in the creation and management of email newsletters through Mailchimp or other similar service.

Preferred Skills

- Proficiency in video and audio editing and production, utilizing Adobe or other related software, would be a valuable asset.

Supervisory Responsibilities

This job has no supervisory duties.

Qualities and Qualifications

- Creativity, sense of humor, “can do” spirit, collegiality, flexibility, strong desire to learn.
- Demonstrate a commitment to continuous personal and professional development, and actively seek opportunities to expand skills and knowledge relevant to the job requirements.
- Demonstrate excellent teamwork and interpersonal skills.
- Event planning and coordination experience.
- Highly organized and motivated self-starter with the ability to prioritize.
- Knowledge of forestry, vegetation management, wildfire behavior, watershed stewardship and conservation, resource management, basic hydrology, basic soil science, native plant and animal communities, and/or restoration ecology.
- Physically able to work in the field (climbing in and out of streams, lifting, carrying supplies and equipment, planting, etcetera) during all seasons.
- Possess both the aptitude and eagerness to integrate novel technological advancements and software applications in order to effectively attain outreach objectives.
- The ideal candidate should possess experience and a willingness to effectively collaborate with a diverse range of organizations, each with their unique goals, values, and motivations.

To Apply

Submit a resume or CV, cover letter, 2 writing samples, and 1-2 graphic design samples to andrew@placerrcd.org.